



WPTV

ORDER

Print Date 09/11/12

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Flight Dates **09/12/12-09/18/12**

Contract / Revision **310619 /** **Romney for President, Inc.**

Original Date / Revision 09/11/12 09/11/12 Agency Com 15%

Advertiser **Romney / Republican / Presi**
Billing Contact
138 Conant Street
Beverly, MA 01915

Agency **American Rambler Producti**

Buying Contact
138 Conant Street
Beverly, MA 01915
Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00

Estimate # **80**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	77	\$34,025.50	\$40,030.00	0.00
Totals	77	\$34,025.50	\$40,030.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/18/12	77	\$34,025.50	\$40,030.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	09/12/12	09/18/12	M-F 6-7a M-F 6-7a	CM	6-7a	11111--	:30	5	\$725.00	P-1	0.00	NM	5	\$3,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/12/12	09/18/12	11111--			5		\$725.00		0.00				
N 2	WPTV	09/12/12	09/18/12	M-F 7-9a M-F 7-9a	CM	7-9a	22222--	:30	10	\$750.00	P-1	0.00	NM	10	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/12/12	09/18/12	22222--			10		\$750.00		0.00				
N 3	WPTV	09/17/12	09/18/12	M-F 9-10a M-F 9-10a	CM	9-10a	11-----	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00



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Contract / Revision

310619

Flight Dates **09/12/12-09/18/12**

Hiatus Dates

Original Date / Revision 09/11/12/ 09/11/12

Order Sep 00:20:00

Advertiser **Romney / Republican / Pres** Product **Romney for President, Inc.** Estimate # **80**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WPTV	09/17/12	09/18/12	M-F 9-10a M-F 9-10a	CM	9-10a	11-----	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/12	09/18/12	11-----					2	\$150.00		0.00			
N 4	WPTV	09/12/12	09/16/12	M-F 9-10a M-F 9-10a	CM	9-10a	--111--	:30	3	\$400.00	P-1	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/12	09/18/12	--111--					3	\$400.00		0.00			
N 5	WPTV	09/12/12	09/18/12	M-F 10-11a M-F 10-11a	CM	10-11a	11111--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/12	09/18/12	11111--					5	\$150.00		0.00			
N 6	WPTV	09/12/12	09/18/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	11111--	:30	5	\$125.00	P-3	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/12	09/18/12	11111--					5	\$125.00		0.00			
N 7	WPTV	09/12/12	09/18/12	M-F 1-2p M-F 1-2p	CM	1-2p	11111--	:30	5	\$116.00	P-3	0.00	NM	5	\$580.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/12	09/18/12	11111--					5	\$116.00		0.00			
N 8	WPTV	09/12/12	09/18/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	11111--	:30	5	\$275.00	P-3	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/12	09/18/12	11111--					5	\$275.00		0.00			
N 9	WPTV	09/17/12	09/18/12	M-F 5-530p M-F 5-530p	CM	5-530p	11-----	:30	2	\$550.00	P-3	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/12	09/18/12	11-----					2	\$550.00		0.00			
N 10	WPTV	09/12/12	09/16/12	M-F 5-530p M-F 5-530p	CM	5-530p	--111--	:30	3	\$500.00	P-3	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/12	09/18/12	--111--					3	\$500.00		0.00			
N 11	WPTV	09/17/12	09/18/12	M-F 530-6p M-F 530-6p	CM	530-6p	11-----	:30	2	\$425.00	P-3	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/12	09/18/12	11-----					2	\$425.00		0.00			
N 12	WPTV	09/12/12	09/16/12	M-F 530-6p M-F 530-6p	CM	530-6p	--111--	:30	3	\$500.00	P-3	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/12	09/18/12	--111--					3	\$500.00		0.00			
N 13	WPTV	09/12/12	09/18/12	M-F 6-630p M-F 6-630p	CM	6-630p	11111--	:30	5	\$525.00	P-3	0.00	NM	5	\$2,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/12	09/18/12	11111--					5	\$525.00		0.00			
N 14	WPTV	09/12/12	09/18/12	M-F 7-730p M-F 7-730p	CM	7-730p	11111--	:30	5	\$950.00	FX	0.00	NM	5	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/12	09/18/12	11111--					5	\$950.00		0.00			
N 15	WPTV	09/17/12	09/18/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	11-----	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/12	09/18/12	11-----					2	\$600.00		0.00			



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Contract / Revision **310619** **Flight Dates** **09/12/12-09/18/12**

Hiatus Dates

Original Date / Revision 09/11/12/ 09/11/12

Order Sep 00:20:00

Advertiser **Romney / Republican / Pres** **Product** **Romney for President, Inc.** **Estimate #** **80**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	WPTV	09/17/12	09/18/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	11-----	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/12/12	09/18/12	11-----					2	\$600.00		0.00			
N 16	WPTV	09/12/12	09/16/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	--111--	:30	3	\$500.00	P-3	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/12/12	09/18/12	--111--					3	\$500.00		0.00			
N 17	WPTV	09/12/12	09/16/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	2	\$300.00	P-3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/12/12	09/18/12	-----S-					2	\$300.00		0.00			
N 18	WPTV	09/12/12	09/16/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/12/12	09/18/12	-----S-					2	\$600.00		0.00			
N 19	WPTV	09/12/12	09/16/12	Su 6-7a Su 6-7a	CM	6-7a	-----S	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/12/12	09/18/12	-----S					1	\$100.00		0.00			
N 20	WPTV	09/12/12	09/16/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/12/12	09/18/12	-----S					1	\$150.00		0.00			
N 21	WPTV	09/12/12	09/16/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/12/12	09/18/12	-----S					1	\$550.00		0.00			
N 22	WPTV	09/12/12	09/16/12	Su 9-10a Su 9-10a	CM	9-10a	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/12/12	09/18/12	-----S					1	\$1,200.00		0.00			
N 23	WPTV	09/12/12	09/16/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/12/12	09/18/12	-----S					1	\$850.00		0.00			
N 24	WPTV	09/12/12	09/16/12	NFL Game NFL Game	CM	4p-12a (8:15 PM-11:30 PM)	-----2	:30	2	\$1,900.00	P-3	0.00	NM	2	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/12/12	09/18/12	-----2					2	\$1,900.00		0.00			
N 25	WPTV	09/12/12	09/16/12	Su 1130p-1205a after NEM 1130p-12x After NFL		1130p-1205a	-----S	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/12/12	09/18/12	-----S					1	\$600.00		0.00			
Totals													77	\$40,030.00	